

## JODIE SOTIROPOULOS

Delray Beach, FL 33483 - 561-860-7654

[jodie.a.s@hotmail.com](mailto:jodie.a.s@hotmail.com) <https://www.linkedin.com/in/jodie-s>

### SUMMARY

#### *Expertise in marketing, growing companies, their products and brands, nationally and internationally*

- **10+ years traditional marketing**, marketing, brand and product management, promotions, PR, events, advertising, business development, national and international.
- **10+ years in digital marketing** – web program and e-commerce sites, email campaigns, social media, SEO and marketing automation experience. A well rounded full-stack marketer. Skilled in 360-degree, lifestyle marketing and strategic planning digital marketing strategies.
- Accomplished Marketing professional with business-to-business, manufacturing and consumer marketing experience. Track record in successfully growing companies and brands through innovative marketing programs, direct and digitally, a strategic thinker with a focus on business growth and accelerated revenue strategies.
- Experienced and dedicated marketing leader with versatility and vision, accustomed to developing marketing strategies to grow the business and successfully enter new markets utilizing a broad range of go-to-market mediums.

#### *Areas of Expertise:*

- Traditional Marketing, Digital Marketing (Full-Stack Marketing), Omni-channel, Multi-channel, Lifestyle Marketing, Field Marketing
- Legal, Franchise, Financial, Business, Consumer, Trade & Service marketing and merchandising. Start up experience.
- Marketing products & services to B2B, B2C, Consumer Packaged Goods (CPG), Industrial Products, SAAS
- Direct E-mail & E-Commerce Marketing, Marketing Automation, SEO, SEM, CMS Management - PPC/Organic
- Social Media Marketing, Affiliate Marketing, Digital Content, AdWords, Re-targeting, Direct Response, Social Ad Platforms, Programmatic advertising, Video, OTT, Streaming, Video monetization, Media Buying, A/B Testing, AI demand-generation marketing, Growth hacking, Full-funnel marketing, Sales Enablement
- Field Marketing. Event management, negotiation, logistics, planning and participating.
- Product conceptualizing, project management, introduction and management to market leader
- Strategic branding building, strategic marketing, business/marketing plans and market research
- Writing and communications (internal and external) – Marketing & Business Plans, Strategic Plans, promotional and Print Campaigns, Reports, Media Releases, Web content, Social media, Digital Marketing Campaigns, Content Creation, Direct response, Newsletters, Direct Mail, Affiliate, Brochure Content, Product and Packaging copywriting, case studies, white papers, lead pages, landing pages, scripts, email content, blogs and RFP's
- Comprehensive and creative advertising campaigns, digital advertising and print advertising.
- Effective Public Relations Campaigns - In 2015, over 1.7 billion & 2023 2.4 billion media impressions achieved (web, print, TV)
- Excellent communication, presentation and leadership
- New market and customer development - customer demand and awareness, membership & rewards management
- Financial management & analysis. Company/department budgets, P&L, forecasting & analytical online performance analysis.
- Ability to analyze opportunities through trends, data analysis, competitor analysis
- Present and communicate to key stakeholders, board members and senior management
- Collaborates with colleagues, vendors and agents, with partner engagement to deliver successful programs
- Loyalty, CRM, Client & relationship building, client lifetime value
- Leading and developing successful teams & creating employee commitment
- International Marketing and business, brand management, global product direction and positioning

### EDUCATION

#### **Bachelor of Business Marketing, Management & Retail Management**

GPA 3.95. 1995 - 1999

Monash University, Melbourne, Australia (Ranked in the top 1% globally)

### TECHNICAL SKILLS

- **Web Development:** HTML, WordPress, CMS, Hotjar (40+ websites built)
- **Social Media Marketing:** Facebook, LinkedIn, Pinterest, Vimeo, YouTube, Instagram, TikTok, Google My Business, Social Pilot, Content Management Systems
- **Digital Advertising:** Google, Meta, Facebook, TikTok, Youtube, Amazon, Instagram, Pinterest, Yelp, LinkedIn, ClickUp, Taboola, Programmatic advertising
- **SEO/SEM:** Google Adwords, Retargeting, Analytics, SEO/SEM, Spyfu, SEMrush, KWfinder
- **Email Marketing & Marketing Automation:** MailChimp, Constant Contact, In-house Server Campaigns, Marketo, HubSpot, GetResponse, ActiveCampaign, ClickFunnels, Unbounce, Zapier, Social Media Bots
- **E-commerce:** Shopify, Amazon Seller Central, eBay Seller, WooCommerce, Facebook/AdWords Advertising
- **Project Management:** Smartsheets, Hootsuite (CMS automation), Microsoft Office Suite (Word, Excel, PowerPoint)
- **Creative Tools:** Adobe Photoshop, Illustrator, InDesign, AI Tools
- **Video Creation & Promotion:** YouTube video creation and publishing
- **CRM Software:** Custom in-house, Hubspot, MS Access, and industry specific
- **Other Tools:** AWS, Youtuber, SEM automation, Crypto and Analytics tools.

---

## CERTIFICATIONS

- **Google And Digital Certifications**

Google Adwords Certified, Google Display Advertising Certified, Analytics Certified, Mobile Marketing Certified. Digital Agency Certifications. YouTube and video Certifications, SEO/SEM Certifications, Cybersecurity Certificate.

- **HubSpot Certifications**

Inbound Marketing Certificate, Email Marketing Certificate

- **Additional Education & Training:**

Fashion Design Degree (Garment Design, Construction, Fashion Marketing) – Brisbane, Australia 1999

Advanced Marketing Certificate, Public Relations Certificate, Management Certificate, Visual Merchandising, Interior Design Diploma – TAFE Sydney, Australia

Train the Trainer, Financial Planning, and Greek Language Courses, Sailing Certifications.

---

## AWARDS

- **Australian Marketing Institute (Affiliated with American Marketing Association)**

Highly Commended for Marketing Excellence

- **American Business Who's Who**

Recognized for outstanding achievements in marketing and business leadership

---

## PROFESSIONAL EXPERIENCE

### Marketing Director

Feb 2023 – Dec 2024

GOLDLAW (Craig Goldenfarb) West Palm Beach, FL, USA (Personal Injury Law – B2B & B2C) – goldlaw.com,

- Implemented a data driven new and strategic growth marketing direction for the firm (B2B & B2C) through analyzing the competitive marketplace, market trends and local demands, company client cases analysis and local demographic market "low-lying-fruit" stats. Presented to management an actionable report on short term and long-term strategies, including aligning the brand towards a changing demographic, competitive differentiation, while working within the current marketing budget. Intake leads and sign-ups increased by 80%.
- Managed an in-house team of 8 direct reports as well as external agencies now aligned to a new marketing plan, measurable on performance and drive customer engagement and retention.
- Identified problems in the intake department (call center) and implemented changes that resulted in an additional 20% increase in lead conversion to cases.
- Re-branded message and sourced and aligned with top-in-class legal & non-legal agencies and vendors that are proven to drive results. Including PR, Web & SEO, Social media, Hispanic marketing, PPC, Attribution & ROI Measurement, Lead Gen, OTT, TV, direct response, newsletters, email marketing, direct mail, print advertising, full-funnel marketing, billboards, AI.
- Implemented creative and proven lead generation digital strategies, a 15% increase in two months of quality lead flow to cases through effective landing pages, A/B testing, LSA Ads, PPC campaigns, video social media ads.
- Tracked, monitored and adjusted marketing campaigns to continuously improve performance inc customer acquisition cost.
- Managed a \$4 million marketing budget to maximize ROI, improve branding and effectively align with marketing plan.
- Coordinated and oversee all marketing campaigns, content, email marketing, events, social media marketing and engagement (English & Spanish), public relations, promotional items, advertising and other programs and teams, for successful growth and lead generation.

### Director of Marketing

May 2021 - January 2023

Levi & Korsinsky LLP, New York, NY, USA (Securities Class Action Attorneys – Financial Sector - B2B & B2C) – zlk.com, and 40 other websites

- Spearheaded the development and execution of various online strategies to raise shareholder awareness of class actions impacting their investments, leading to a substantial increase in lead plaintiff registrations.
- Managed an external creative team of 9, overseeing video production, social media distribution, and multi-platform content strategies; increased engagement and visibility across key channels, achieving 400k+ monthly online impressions.
- Developed a targeted marketing plan and strategy utilizing technical market data, resulting in an 11% conversion rate.

### VP Marketing and Operations

Jan 2017 - Nov 2020

Vutec and Wiremaid, Coral Springs, FL, USA (Projection Screens, LED Screens and Cable Trays – Nat/Int Manufacturer B2B & B2C) – [www.vutec.com](http://www.vutec.com), [www.wiremaidusa.com](http://www.wiremaidusa.com), [www.cablemgr.com](http://www.cablemgr.com), artscreen.co, nthfinitycorp.com, opusbrilliance.com, [www.fl-pcs.com](http://www.fl-pcs.com), accessfabricators.com. Supporting multiple brands and products simultaneously.

- Manage all communications, websites, email, creative direction, direct mail, print advertising, online content, PPC and YouTube ads, ecommerce including Amazon and Shopify, social media, brand strategy, trade shows and new product launches for high end customized projection screens, art over screens (Art Screen – Wall Art & Home Decor) and cable trays. Home building, Construction Industry. Managed marketing teams. B2B Marketing, B2C Marketing. Sales Enablement strategies.
- Crafted product specific email's and created generating lead landing pages, implemented email automation and educated the sales team and contractors on lead flow. Managed the call center. Built 3 ecommerce sites for each product category, improved and increased online awareness and implemented consumer education programs to drive industry sales. Google and Facebook campaigns.
- Led a marketing team of 12 to drive cohesive brand messaging, improve company sales both online and through traditional sales areas. (including through affiliate programs). Audio Visual, HVAC, A/E/C, Data Center industries.

- Field Marketing. Reduced trade show costs by 50% and increased booth traffic. Increased dealer sales through effective email marketing and landing pages by 40% and increased product and brand awareness through effective digital marketing activities to generate an additional 4000 (and increasing) visitors to the sites per month.
- Revamped existing product lines, expanded them into other B2B and B2C markets through SAAS products, as a service.
- Introduced new revenue streams for each company. Increased sales through marketing programs by 125% in one month.
- Product categories marketed: Luxury consumer products, Building safety products, construction products, telecommunications fabrication, powder coating services.

#### **CWR-Specialist, Ops Support Manager- Consultant**

May 2016 – December 2016

Office Depot Corporate, Boca Raton, FL, USA (Publicly Listed Office Supplies – B2B & B2C) – [www.officedepot.com](http://www.officedepot.com)

- During the transition period between Staples and Office Depot transition, I was engaged for business and tech services program rollouts as marketing project manager, consultant. (B2B & B2C)
- Manage select business and tech services new product launches. Marketing project management, creative direction, marketing strategy for online and in-store release.
- Work with merchandisers for key consumer sales events for product promotion – Black Friday, Repair Days, Back to Business, Smartphone Repair, IoT and more.
- Unifying force between all business groups in marketing, user experience, merchandising, analytics, operations, and technology.

#### **Director of Marketing (and Operations)**

May 2013 – February 2016

UKW Franchising LLC, Aventura, FL, USA (Uni K Wax – National, Manufacturer, Wholesale, Retail B2B & B2C) – [www.unikwax.com](http://www.unikwax.com)

- Created print, display advertising, digital media and PR campaigns (work with 5W PR). New product sales programs and presentations, consumer show management, and overall company marketing direction to become market innovative leaders. Managed and worked with all internal and external vendors in marketing, creative, advertising, social media, digital marketing, e-commerce and PR communications. In 2015, over 1.7 billion media impressions were achieved.
- Managed marketing portals and social media for 34 locations (Yelp, Google, Facebook), through marketing automation CMS, website, sliders, blog, analytics, content, AdWords, blogs, email blasts and SEO. Managed and optimized ad spends and digital budgets. Built franchisee portal and created new tools (marketing and advertising), photography items, promotional material and managed the e-commerce content for franchisee purchasing of products (Shopify).
- Managed 300,000 email databases and designed and released regular targeted emails. Established results driven targeted and timely email marketing campaigns. Implemented on-demand email promotional campaigns.
- Web optimized and managed two ecommerce sites for retail and wholesale products, increased traffic to the site through a 360-message program, resulting in consumer service conversion on new services. Through interpreting customer sales data and external factors, made decisive plans to increase sales across many revenue portals by creating targeted and on-demand campaigns increasing product and gift card sales by 120% over the same period last year and drove foot traffic into stores during slower trading times by 4x.
- Created marketing plans, monthly promotions, managed promotional calendar, seasonal promotions, location specific promotions and quarterly campaigns. Drove monthly calls and webinars, to increase retail sales.
- Managed all events for corporate and franchisees: festival and fair attendance, Grand Opening, Coming Soon, Anniversary, Under New Management, Sponsorship events, product sampling events, training events, print advertising, new product/service launches and other special events.
- Strategic planning and competitor monitoring to realign both brands to increase consumer and new franchise growth nationally. Developed marketing strategies for new customer markets, identifying new franchisees markets, retail product categories and new business category opportunities. Developed project management plans with team and worked in a collaborative manner to ensure speed to market new store openings. Increased business revenue in the retail area by 11%.
- Directed and managed Marketing and Operations for Corporate Office, Corporate and Franchised retail Centers. Managed over 100 staff in three retail centers, 34 franchise owners and work with external agencies to increase sales by 10%+ YOY. Implement new market and sales initiatives, manage overall Center operations, and worked with new franchisees, coaching them through each stage from introduction to grand opening and operating the business. Increased brand awareness and franchisee confidence by 15%.
- Managed annual planning of marketing, promotional, PR calendar. Managed corporate and franchise marketing budgets. Implemented many new advertising and promotional mediums to optimize budget spend and achieve higher lead generation, customer retention and spending. New product launches and R&D, packaging, POP, pricing and go-to-market strategies.
- Managed the customer loyalty program, membership & rewards, and increased loyalty through creative promotional programs (including lifecycle messaging, retention initiatives and new service offers), performed analysis reports to highlight customer relationship patterns and overall CRM of the program tied into consumer goals.
- Negotiated all media buying for corporate and franchise advertising programs, for space, offers and positioning.
- Product management releasing new products and services to both the consumer and key stakeholders, including vendor relationships and management, sourcing, packaging, copy, logistics, plan-o-grams, merchandising and promotion. Implemented pricing strategies and developed sales tools for new products and services. Skin care products, sourcing, testing, formulating.

#### **Marketing Director**

February 2011 – September 2012

Engineered Tax Services (ETS), West Palm Beach, FL, USA (Engineering Tax Services Company – National B2B) – [www.engineeredtaxservices.com](http://www.engineeredtaxservices.com)

- Manage all social media (YouTube, LinkedIn, Facebook, Google), SEO, video creation/production, web management and video conferencing to the A/E/C industry. Managed Google PPC ad campaigns. Increased presence by 30%.

- Realigned brand for growing B2B business nationally, implementing brand strategies and innovative market concepts for new client growth. Increased Sales Director exposure by 25%, resulting in new top-tier firms appointing ETS as preferred firm.
- Created print advertising, digital advertising, digital media and PR campaigns. New product sales programs and presentations, trade show management, and overall company marketing direction to become market leader. Prepared successful RFP's winning 3 of the 5 prepared. Implemented in-house direct marketing email newsletter, increasing click through for articles and events by 40%, reducing direct marketing costs by 100%.

#### **Director Marketing & Business Development**

May 2008 – May 2013

PMG International LLC, Delray Beach, FL, USA (Distributor to Electrical Industry - Family Company B2B) – [www.pmgintl-usa.com](http://www.pmgintl-usa.com)

- Developed a concept into an operational company start up in the electrical industry, reaching 3,600 utilities.
- Introduced and managed a technical product to the industry through product development and various marketing strategies. Launched direct mail campaign to 14 Florida Utilities, securing 5 meetings with the added presence of AT&T and Comcast for the telecommunications market.
- Created print and digital media, built websites and all marketing literature. Created all copy from technical material, photo shot and graphic designed images for all print and online use. Forecast projected budgets. Sales programs and presentations. Tailored software to US standards and ease of use in the field.

#### **General Manager**

March 2007 – May 2008

Halo Bridal Designs, Sydney, Australia (Manufacturer, Wholesale and Retail Bridal Company B2B & B2C) [www.halobridal.com.au](http://www.halobridal.com.au)

- Developed successful sales and marketing programs for a struggling national bridal company and luxury fashion brand. Implemented an aggressive sales program in both the wholesale and retail areas of the business to reinvent the brand through existing customers. Then strategically moved into new markets growing sales in new stores and through new retailer categories. Company recognized in the industry as a re-invented success.
- Designed and implemented various marketing plans - product development of clothing and accessories, trunk shows, trade shows, PR, print advertising, POP, print and media to increase brand/product awareness and sales, including trade/fashion shows resulting in tripling sales and stock turn for both their retail store and the wholesale division. Managed e-commerce site for consumer products.
- Delivered outstanding profits through developing strong relations with industry clients, increasing retail stock turnover and improving staff morale, resulting in increased new gown orders by 40%. Responsible for business, marketing, promotional and sales budgets. Managed a team of 15 wholesale and retail staff, all product inventory, company sales and marketing efforts as well as the overall running of the business.

#### **President**

December 2002 – November 2005

Bico USA LLC, Boca Raton, FL USA (Fashion Jewelry Manufacturer, Wholesale and Distribution B2B & B2C)

- Developed new business market strategy to establish a US office for a successful global Australian fashion jewelry company. Created a national brand in the Men's Fashion Accessory industry in two years and return a profit for the company within the first year of trading. Established 25 national sales agents in the first year and 4 Latin American distributors.
- Responsible for establishing & maintaining the start-up to established growth, including, all financial management (accounting system, budgets, forecasts, product pricing), strategic growth plans, stock control, HR, daily operations, logistics and business management, product management, packaging, consumer/trade marketing and promotion, PR, print advertising, consumer marketing, trade shows, field marketing plus much more. Reported directly to corporate office in Australia and managed a team of 6 staff members and 27 field sales contractors.
- Implemented successful product positioning and marketing campaigns, trade shows, pricing and in store sales structure for major chain accounts totaling 900 stores nationally, as well as Starboard (90% Worlds Cruise Buying Group) and over 2000 individual clients.

#### **Global Marketing Manager/General Management**

July 2001 – December 2002

Bico Designs, Sydney, Australia (Fashion Jewelry Manufacturer, Wholesale and Distribution B2B & B2C)

- Expanded a small fashion jewelry and Accessories manufacturer into a global market leader, increasing international sales by 200% and expanding into 34 countries.
- Tripled national business, implemented international business and operational programs increasing sales by 200%.
- Negotiated and managed business relations with key national and international distributors for profitability with formalized agreements, marketing programs, increased distributors sales by 40%.
- Created and established the brand through creative and market specific programs, merchandising, customer segmentation, print advertising, POP, public relations and sales, and worked with international agencies to become a recognized brand leader.
- Developed new product categories, merchandising and designed new product and packaging
- Managed national/international trade shows, field marketing, promotional campaigns, sales team appointment and management, acquired chain retailer accounts, aligned manufacturing timing and product specific requirements, managed the office and company direction. Worked with Advertising Agencies and PR Firms globally, as well as managed 34 international stakeholders and 30 staff managers to grow the brand and product distribution that enable the successful sales growth from \$2 million dollar to a \$6 million dollar company in 18 months.